

Message Text

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E.O. 11652: N/A

TAGS: BEXP, CO

SUBJ: U.S. METALWORKING AND MACHINE TOOL CATALOGUE EXHIBITION, JUNE
22-24, MEDELLIN, COLOMBIA

REF: (A) DOC AIRGRAM 9166, DATED SEPT 9, 1972& (B) PETERSON-GIBSON
LETTER DATED FEB 27, 1976& (C) USDOC 0450& (D) USDOC 06430& (E)
BOGOTA 4759

1. U.S. MAIALWORKING AND MACHINE TOOL CATALOGUE EXHIBITION, HELD
IN MEDELLIN JUNE 22-24, WAS A SIGNIFICANT SUCCESS. 59 REGISTERED
VISITORS, REPRESENTING 47 OF AREA S TOP FIRMS, SELECTED FROM SOME
1,000 CATALOGUES ON DISPLAY BY 130 U.S. COMPANIES. CONSULATE ALSO
TOOK ADVANTAGE OF HIGH LEVEL OF LOCAL INTEREST IN POLLUTION CONTROL
TO DISPLAY SIMULTANEOUSLY FIFTY CATALOGUES OF U.S. FIRMS IN THAT
SECTOR, OBTAINED FROM MARCH TRADE MISSION AND LOCAL AGENTS OF U.S.
COMPANIES.

2. VISITOR REGISTRJZION FORMS, CREATING SEVERAL HUNDRED TRADE
LEADS, WILL BE MAILED BY EMBASSY TO RESPECTIVE U.S. FIRMS PER
INSTRUCTIONS IN REF A. COMPLETE VISITORS LIST IS BEING MAILED
TO ALL PARTICIPATING COMPANIES. COPIES OF FORM LETTERS SENT TO U.S.
FIRMS AND EXHIBITION BROCHURE USED BY CONSULATE IDENTICAL TO THOSE
ALREADY POUCHED TO COMMERCE BY EMBASSY. MEDELLIN VISITORS LIST WILL
BE FORWARDED BY EMBASSY, AND BLACK AND WHITE PHOTOS OF THE EVENT
BY THE CONSULATE.

3. THE EXHIBITION WAS STAGED IN THE SPACIOUS AUDITORIUM OF THE
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BI-NATIONAL CENTER. THE CATALOGUES, THEMSELVES, WERE ATTRACTIVELY

DISPGQSOD ON LARGE TABLES AND ON RACKS, WHILE THE EXHIBITION ROOM WAS DECORATED WITH BICENTENNIAL POSTERS. A VIBT GTAPE MONITOR

WAS USED TO RUN VTRS PRODUCED BY U.S. COMPANIES PARTICIPATING IN THE EXHIBIT.

4. EXTENSIVE PUBLICITY FOR THE EXHIBITION WAS GENERATED BY:
(A) MAILING OF 300 CIRCULAR LETTERS TO INDIVIDUAL COMPANY OFFICERS &
(B) HAND-DELIVERY OF 90 INVITATIONS TO THE OPENING NIGHT RECEPTION &
(C) A SERIES OF ARTICLES, BEFORE AND DURING THE EVENT, IN MEDELLIN'S
TWO DAILIES & (D) PROMOTION BY TWO LOCAL RADIO STATIONS AND, (E)

PERSONAL CALLS BY THE PRINCIPAL OFFICER AND COMMERCIAL SPECIALIST TO NEWSPAPERS AND LEADING LOCAL CONTACTS.

5. THE THREE-DAY EXHIBITION WAS INAUGURATED BY A WELL-ATTENDED COCKTAIL PARTY ON THE EVENING OF JULY 21, AND THEN WAS OPEN TO THE PUBLIC FROM 9:00 AM TO 7:00 PM FOR THE FOLLOWING THREE DAYS. THE CONSULATE ALSO ORGANIZED (A) A CONFERENCE ON THE METALWORKING INDUSTRY IN COLOMBIA, PRESENTED BY DR. JORGE JARAMILLO, SECTOR SPECIALIST OF THE ANDI & AND, (B) A ROUND TABLE ON POLLUTION PROBLEMS OF MEDELLIN AND THE NEED FOR CONTROL EQUIPMENT. SIX PROMINENT PROFESSIONALS IN THE FIELD PARTICIPATED IN THE ROUND TABLE. 5285# 60 INDUSTRIALISTS IN ATTENDANCE. BOTH OF THESE EVENTS WERE HELD IN THE EXHIBITION ROOM, AND PROVIDED AN OPPORTUNITY FOR A NUMBER OF ADDITIONAL VISITORS TO VIEW A CATALOGUE SHOW FOR THE FIRST TIME AND TO LOOK OVER THE CATALOGUES THEMSELVES.

6. EXPENDITURES FOR EXHIBITION CLOSELY ADHERED TO BUDGET OUTLINED IN REF E, AND HAVE BEEN REPORTED IN DETAIL TO EMBASSY. COFFEE SERVICE WAS PROVIDED FREE OF CHARGE DURING DAYTIME EXHIBITION FROM HOURS AND FOR EVENING CONFERENCES BY A LOCAL FIRM.

7. CONSULATE WISHES TO COMMEND FSL RICARDO ALDANA, EMBASSY BOGOTA STAFF EXPERT, WHO PROVIDED INVALUABLE ASSISTANCE IN THE PREPARATION AND CONDUCT OF EXHIBITION.
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